



Spotlight on Social Services Organizations

Vinay Bhagat, Founder & Chief Strategy Officer, Convio

Natania Bach, Direct Marketing Associate, America's Second Harvest

Tom Tarnow, Director of Resource Development , Twin Cities Habitat for Humanity

April 8, 2008





Natania Bach
Direct Marketing Associate
America's Second Harvest



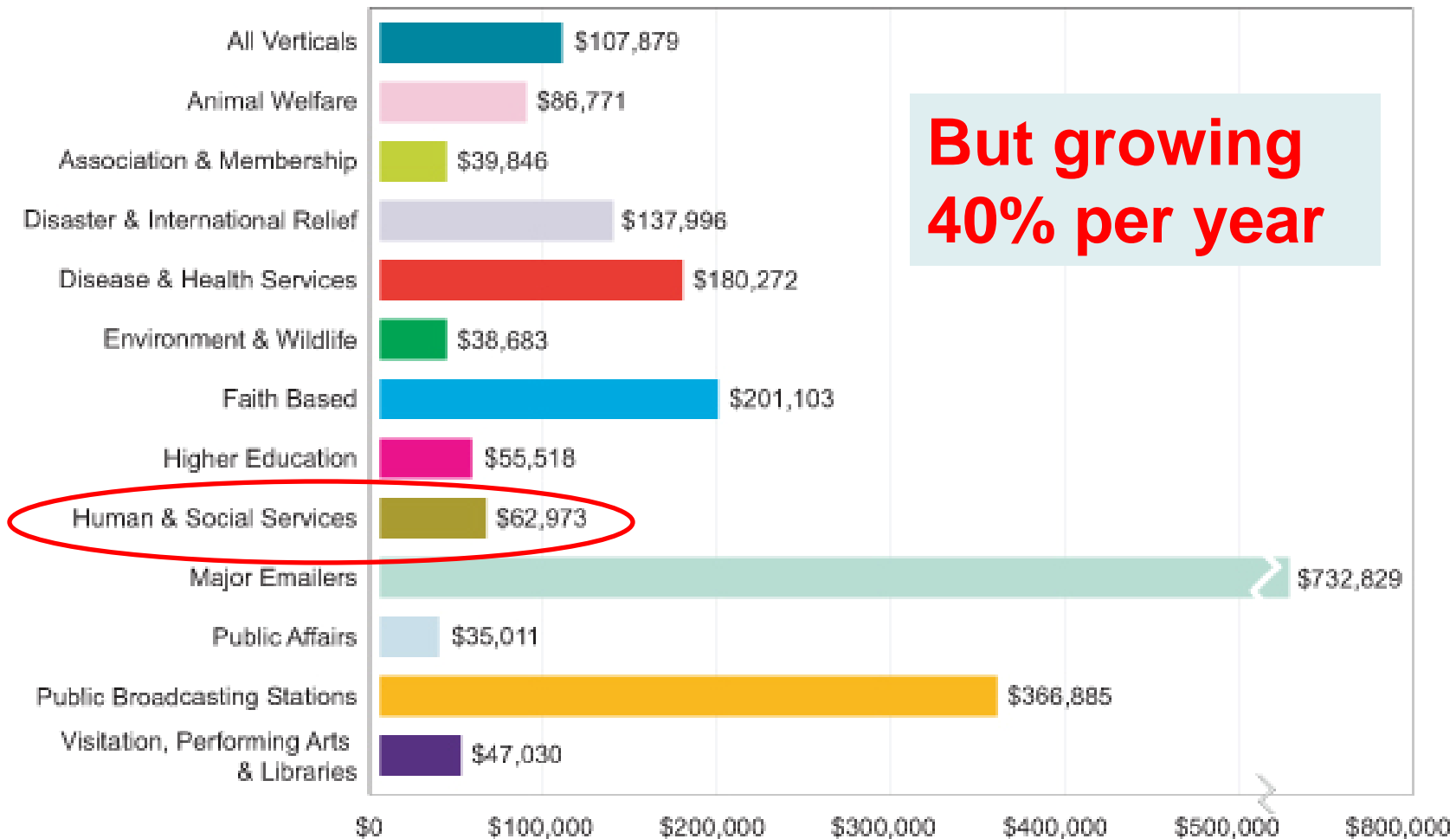
Tom Tarnow
Director of Resource
Development
**Twin Cities Habitat for
Humanity**

Key Discussion Topics

- How Social Services groups are doing online
- Online success strategies
 - ▶ Creating a compelling, inspiring giving experience
 - ▶ Split cell testing
 - ▶ Multi-part email campaigns
 - ▶ Welcome series for new constituents
 - ▶ “Relationship pathways”
 - ▶ Support of corporate fundraising programs
 - ▶ Integrating online marketing with direct mail
- How Convio can help

Online Fundraising Growing but Still Early

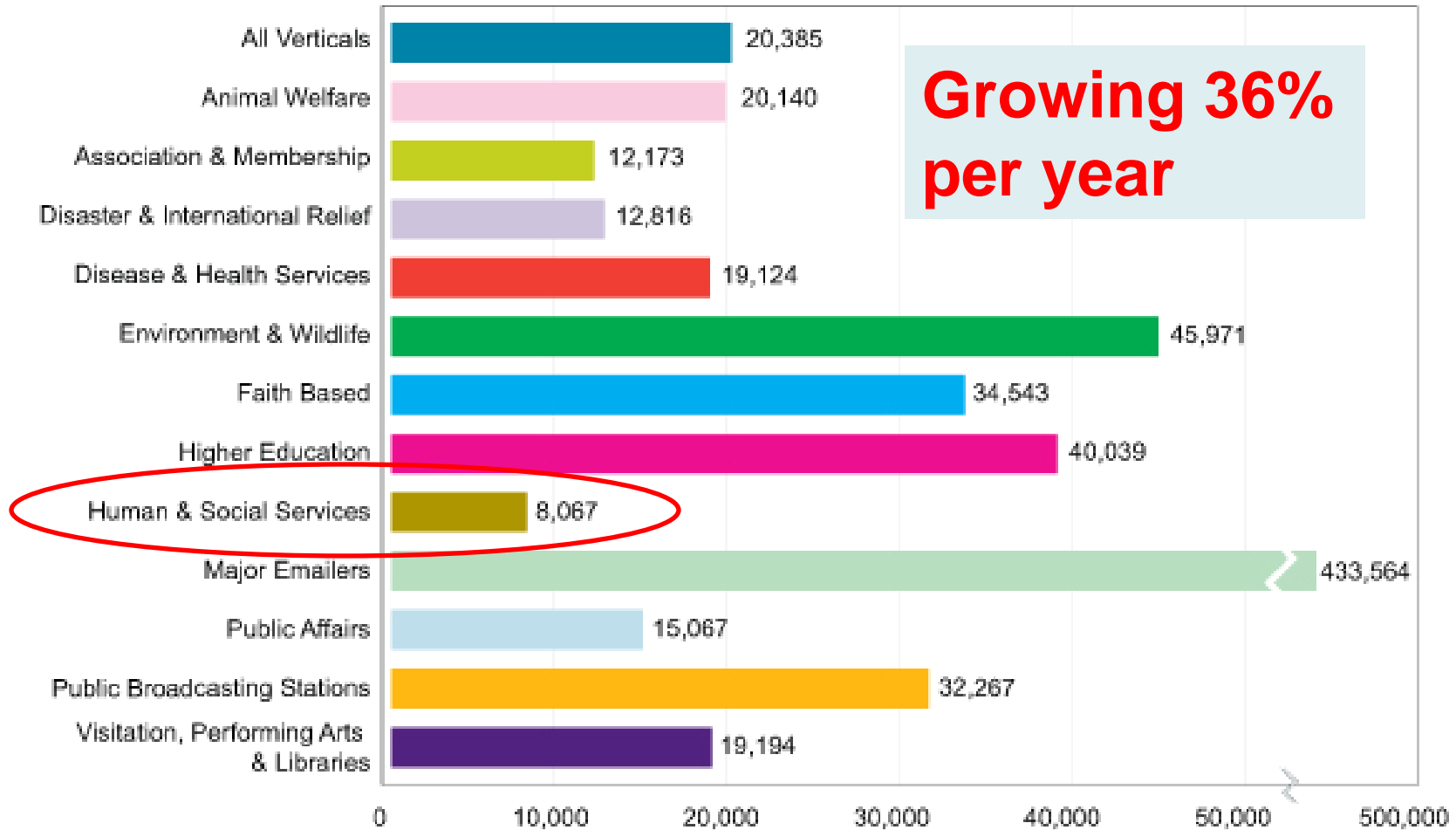
Online Revenue (Fundraising) by Vertical
Median Total Revenue for July 2006 - June 2007, n = 327



Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

Email Files Lower than Other Segments

Total Email File Size by Vertical
Median Housefile Size as of June 30, 2007, n = 419



Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

Case Study: America's Second Harvest

- Nation's largest charitable domestic hunger relief organization with a network of more than 200 Member food banks and food-rescue organizations serving all 50 states, DC and Puerto Rico
- Supports ~ 50,000 local charitable agencies operating more than 90,000 programs including food pantries, soup kitchens, emergency shelters, after-school programs and Kids Cafes
- In 2006, provided emergency food assistance to more than 25 million low-income, hungry people in the United States, over 9 million of which were children



The Challenge

- Prior to Convio, minimal online communication; just collected funds through a “donate” button
- When hurricanes Katrina, Rita, and Wilma hit, received surge in donations and realized the Internet was an untapped resource
- Goals:
 - ▶ Provide compelling online giving experience
 - ▶ Enable strategic email campaigns customized based on gift levels and preferences, including segmentation, testing and measurement
 - Previously, just sent single email communications with no plan or logic behind it – did not update constituents, did not have a strategy for keeping constituents

Convio Solutions Used

- **Fundraising**
Easily build and modify online donation forms and customize based on gift levels and donor preferences
- **Email and Viral Marketing**
Use Tell-a-Friend feature to grow email file; Effectively segment, test and measure results
- **E-Commerce**
Use E-Commerce for holiday card program
- **Data Sync**
Exchange and sync data from Convio online database to offline database to track gifts donated online and offline
- **Client Success Services/ Virtual Administrator**
Plan and launch creative, interactive email campaigns to increase giving

“Convio has a wealth of information on the industry, and shares their knowledge with a consistent focus on helping us achieve our goals. Convio’s ‘walk-jog-run’ approach works well to ensure that we are able to learn and adopt the latest best practices in online marketing.”

Natania Bach, direct marketing associate,
America’s Second Harvest –
The Nation’s Food Bank
Network

Overall Program Results

- Grown email file from 30,000 in May 2006 to 79,000 today
 - ▶ 15,000 from bulk import from our main database
- Increased online revenue 40% from FY 2005 to FY 2007
 - ▶ Offer varying opportunities for constituents to show their support
- Major Gifts still show strength in offline, one-on-one communication; however some have moved online
- Constituents find comfort in knowing they can still stay connected to us while being environmentally conscious by switching to online-only communication
- Because of the ease in building and delivering emails, we can concentrate on big-picture projects like Google Analytics and exploring more creative online projects

Thanksgiving Feast: Integrated Campaign

- Sent out 3 messages:
 1. Announcing our goal to provide one million meals on Thanksgiving
 2. Sent to non-donors of the first email, adding that there was now a match from a corporate partner and that their gift would double to provide even more meals for every dollar donated
 3. Stewardship email thanking our constituents and letting them know that we surpassed our goal
- Raised ~\$800,000 of which \$100,000 came online



AMERICA'S SECOND HARVEST THE NATION'S FOOD BANK NETWORK

THANKSGIVING FEAST FOR 1 MILLION

Dear Natania,

Let's set a Thanksgiving feast for 1 million hungry Americans!

You can help in a big way!

I know a million is a lot of Thanksgiving meals, but we can do this. Because The America's Second Harvest Network of food banks and food-rescue organizations is so efficient, every \$1 you give provides 16 meals for families in need.

That's how we can help provide a **Thanksgiving Feast for 1 million this year**. When you think of how far every dollar you give goes to help hungry men, women, and children, it really isn't too lofty a goal.

There are millions of families in a devastating situation this Thanksgiving. Moms and dads who could be serving fresh food or worse. Thanksgiving dinner could be whatever is cheapest at the grocery store. Or whatever is left in the kitchen cabinets or freezer - if anything. You and I can make a difference for them by feeding their hunger and giving them hope.

Give struggling families a reason to be thankful this holiday. Your gift will bring help and hope to hungry men, women, and children.

GIVE NOW



AMERICA'S SECOND HARVEST THE NATION'S FOOD BANK NETWORK

Thanksgiving Feast for 1 MILLION

Two days left!

GIVE NOW

Dear Natania,

We told you recently about our goal to provide a "Feast for a Million" this Thanksgiving. Since we haven't heard from you yet, we thought we'd share with you an exciting opportunity that you might be interested in.

Tyson Foods, Inc. is offering a \$50,000 matching grant to help get food and much-needed groceries to struggling men, women, and children this holiday season. They want to make this year's holiday food drive the **BIGGEST EVER**, and **you can help!**

The Tyson Foods, Inc. matching grant **doubles the power of your gift** to help twice as many Americans facing hunger and helps us reach our goal of feeding one million this holiday season. Because of partnerships and our efficient Network of food banks and food-rescue organizations, every \$1 you give helps secure and distribute \$30 in food and groceries. **Now that same \$1 will provide \$60 worth of food to hungry families.**

Please join Tyson Foods, Inc. and set a place for the hungry this holiday season by **sending in your gift of \$30.00** today!

Give struggling families a reason to be thankful this holiday. Your gift will bring help and hope to hungry men, women, and children.

GIVE NOW



AMERICA'S SECOND HARVEST THE NATION'S FOOD BANK NETWORK

Thanksgiving Feast for 1 million

WE DID IT!

Thank you for a fantastic feast!

GIVE NOW

Dear Natania,

I have some great news for you. Remember our recent e-mail campaign to provide a Thanksgiving Feast for 1 Million? We didn't just reach our goal, we zoomed way past it!

Generous friends like you answered our call to help struggling families this holiday with a special Thanksgiving meal. And you answered it in a big way with funds equal to 1,390,416 meals!

Think of all the families you helped with all that food! There just aren't strong enough words to express my gratitude for the compassion you have shown for America's hungry.

Thank you for your support.

Sincerely,

Vicki Escara

Vicki Escara
President and CEO

With your help, we beat our goal of providing a Thanksgiving Feast for 1 MILLION! Thank you for your support.

GIVE NOW

Fill a Fridge Matching Fund Campaign

The screenshot displays the 'Fill a Fridge' campaign interface. On the left, there is a text box with the following content:

America's Second Harvest
The Nation's Food Bank Network
Ending Hunger.

RAC
Rent-A-Center
FURNITURE • APPLIANCES • ELECTRONICS
COMPUTERS

Fi
5 r

System,

In this land of plenty, there's just no reason more than 35 million Americans should go without food. You can get much-needed food to struggling families by helping **Fill America's Fridge!**

We want to provide 5 million pounds of food for hungry families before June 10! Use our special calculator to choose the kinds of foods you'd like to use to **Fill the Fridge** and see how your dollar families.

Normally, every \$1 you give multiplies

The main interface features a calculator with the following categories and input fields:

- Dairy Products: \$
- Meat Products: \$
- Fruits & Veggies: \$
- Breads & Grains: \$

A blue arrow points from the calculator to a white refrigerator. A blue double-line arrow points from the white refrigerator to a yellow refrigerator. To the right of the yellow refrigerator is a box titled 'What your gift will do:'

What your gift will do:

- Feed a family of four for 15 weeks
- That is 1280 meals
- 1600 lbs. of food
- \$2400 worth of food
- All from your \$40 gift!

Below this box is a red button that says 'Click here to GIVE NOW!' and a yellow starburst that says 'Rent-A-Center DOUBLES your gift!'.

- Constituents able to see impact of their support and interact with the piece by adjusting how much of each product they would "donate"
- Raised \$40,000 online and grew email list by 10%

Online Marketing & Corporate Giving

- Corporate giving has grown with our online program – involvement prior to Convio was primarily direct mail-related for matching grant opportunities
- Now that we can offer more opportunities and flexibility to partners, we can build and strengthen those important relationships even further
 - ▶ Have had over 30 corporations partner with us since starting with Convio
 - ▶ 10% of those are involved in employee giving
- Replicated fill-a-fridge concept for 4 other partners since initial launch. It has proven to be successful in illustrating the impact of what one's gift can do and really engages the audience in the online giving process

Implementing Welcome Series

Problem:


- Site visitors signing up dropped into regular solicitation stream
- Newcomers needed more education about our cause

Solution:

- With the help of Convio consultant, set up automatic series of four introductory messages
 - ▶ First two messages meant to inform
 - ▶ Last two direct asks to sign up for the monthly giving program
- Generating ~ \$25,000 in monthly gifts that can be directly attributed to this Welcome Series

Testing: Lapsed vs. Current Donors

- Split test between current donors (gift in the last 12 months) and lapsed donors (no gift in 13+ months)
- Copy varied: encouraged lapsed group to “renew their support”; active supporters to forward and tell-a-friend about our newsletter
- Result: Able to more closely measure results (who unsubscribed, who opened and took action, etc.)
 - ▶ Majority of un-subscribes were from non-donors, and not high-value email addresses



March 18th, 2008


LAPSED DONOR VERSION

Dear a2h,

Spring is fast approaching, and in this time of renewal, America's Second Harvest--The Nation's Food Bank Network is hoping you'll decide to renew your support. Read about all the exciting things we can do when you renew your support today!

Farm Bill negotiations have been extended to April! [Please take action today](#) and urge your Members of Congress to quickly pass a final Farm Bill which supports federal nutrition programs that feed low-income Americans.

In this Issue:



March 18th, 2008

ACTIVE DONOR VERSION

Dear a2h,

Spring is fast approaching, and in this time of renewal, America's Second Harvest-The Nation's Food Bank Network is renewing its focus on nutrition. Spread the word by forwarding this e-mail to friends, family and colleagues!

Farm Bill negotiations have been extended to April! [Please take action today](#) and urge your Members of Congress to quickly pass a final Farm Bill which supports federal nutrition programs that feed low-income Americans.

In this Issue:

What's Next?



- Plan to re-test the Fill-a-Fridge model this year in the same time slot and incorporate what we have learned about best practices in the last year
- Continue to test our messaging with our segmentation method in place
- Partnerships with corporations and foundations has expanded because of the availability of an online component

Case Study: Twin Cities Habitat for Humanity

- Founded in 1985
- Our mission: *To eliminate poverty housing from the Twin Cities and to make decent, affordable shelter a matter of conscience for all people*
- Have built over 700 homes and currently build 50 per year as well as serving hundreds of families through our Mortgage Foreclosure Prevention Program and A Brush with Kindness home renovation program
- Engage ~20,000 volunteers per year



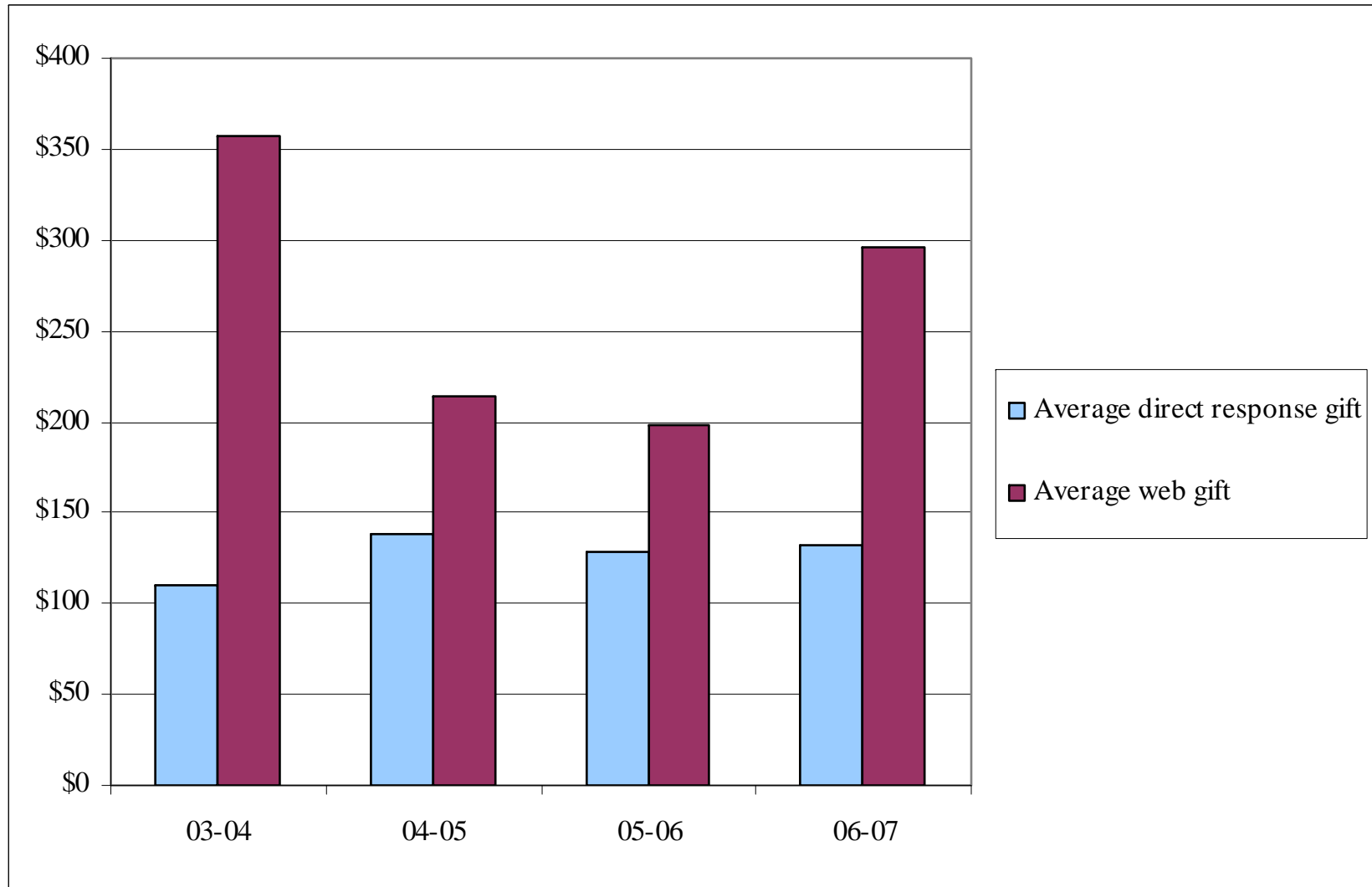
Where We Started

- No on-line community
- Web giving relatively small and limited by unsecure giving page
- Needed a way to engage large numbers of donors and volunteers
- Our direct response program was all off-line

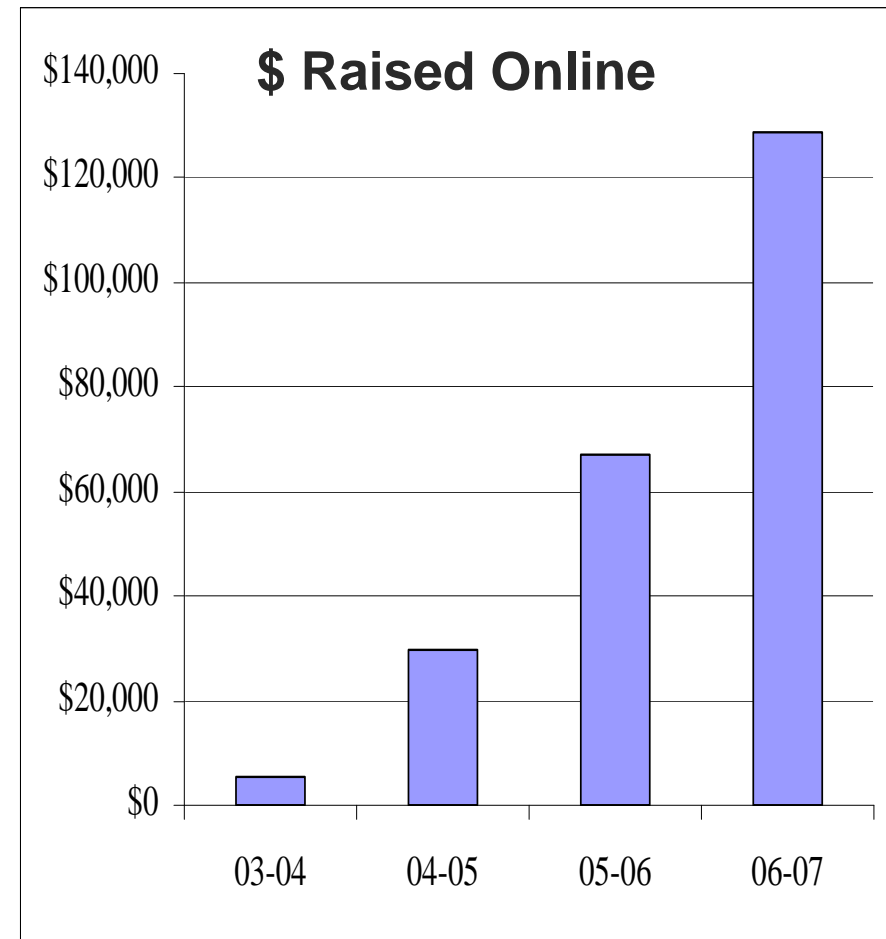
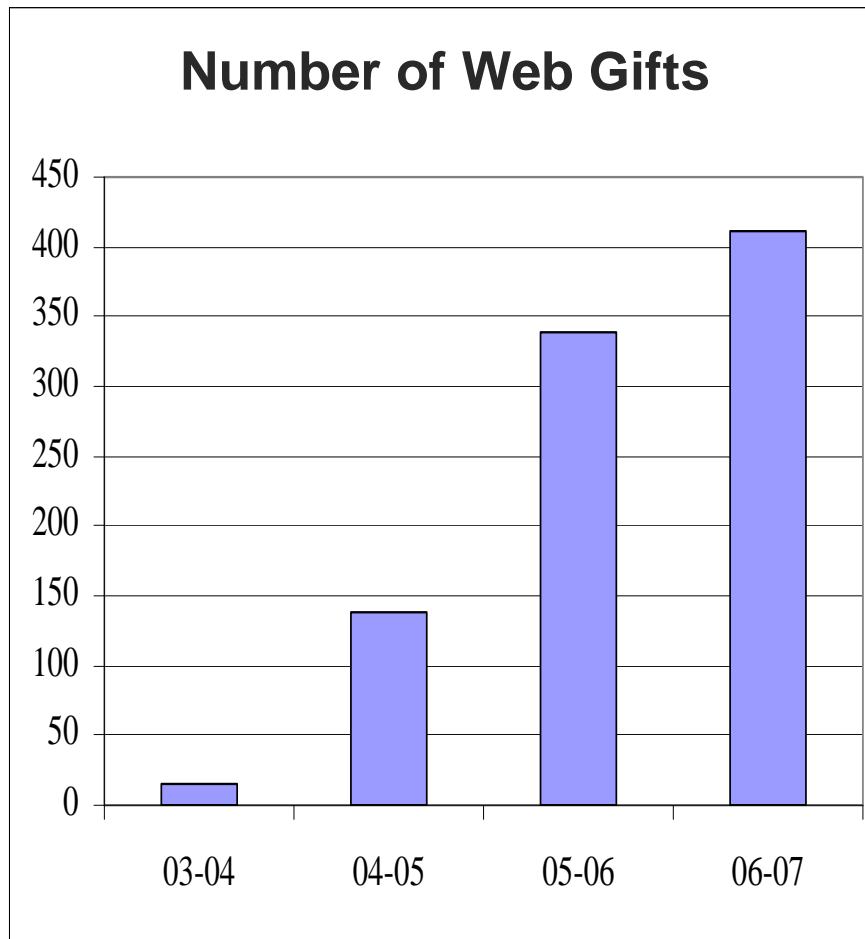
Why We Selected Convio

- Knowledge of on-line constituent management
- Pricing structure
- Variety of tools and knowledge base
- E-commerce module
- Ability to expand to Advocacy module

Average Gift Trend: Direct Mail vs. Web



Trend In Online Giving



Promoting Our Web Presence

- Use offline channels to promote your website
 - ▶ Website tags on direct mail
 - ▶ Links on thank-you envelopes
- No additional cost
- Immediate and easy implementation

Donating on-line is easy! Visit our secure website: www.tchabitat.org

Gifts are fully tax deductible as allowed by law.

Please make checks payable to: **Twin Cities Habitat for Humanity**

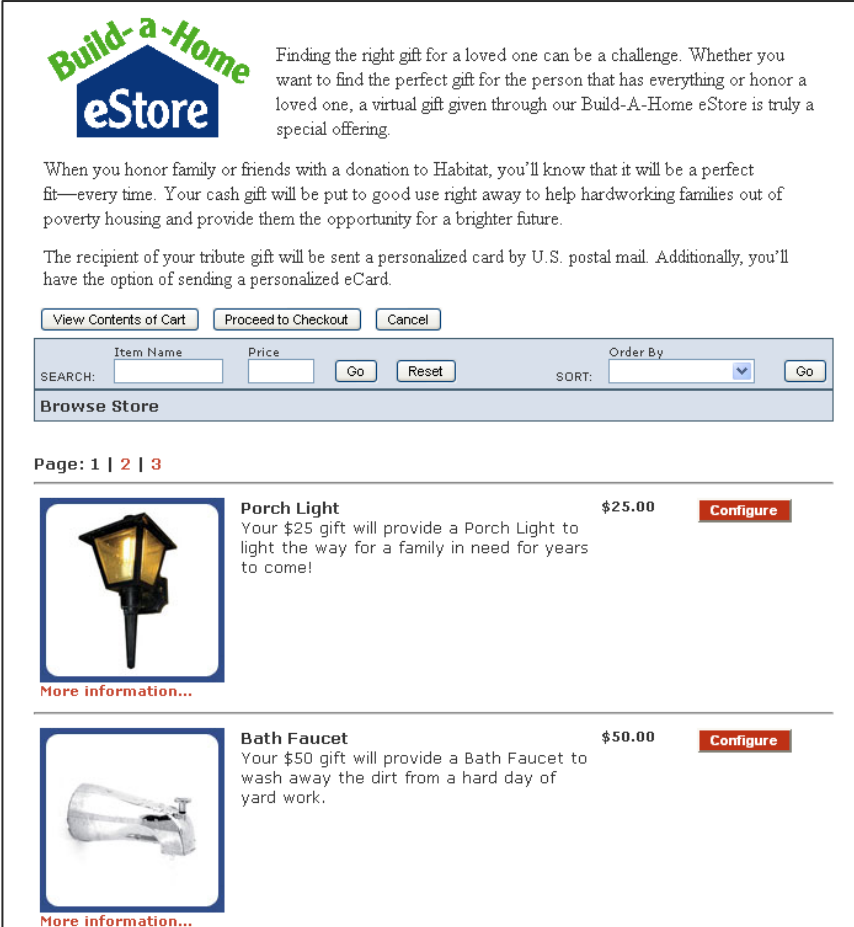
Twin Cities Habitat for Humanity does not disclose contributor names to any other agency or affiliate.

Growing Our Email File

- Organic growth strategies
 - ▶ Online waiver forms
 - ▶ E-newsletter registrations
 - ▶ Tell-a-friend
 - ▶ Direct mail donation forms

Testing E-Commerce Approach

- In addition to donation forms, testing e-commerce fundraising approach
- Our first attempt
 - ▶ Works with targeted e-mail, but requires fine tuning
- Will refine to sell Habitat products



Build-a-Home eStore

Finding the right gift for a loved one can be a challenge. Whether you want to find the perfect gift for the person that has everything or honor a loved one, a virtual gift given through our Build-A-Home eStore is truly a special offering.

When you honor family or friends with a donation to Habitat, you'll know that it will be a perfect fit—every time. Your cash gift will be put to good use right away to help hardworking families out of poverty housing and provide them the opportunity for a brighter future.



The recipient of your tribute gift will be sent a personalized card by U.S. postal mail. Additionally, you'll have the option of sending a personalized eCard.

[View Contents of Cart](#) [Proceed to Checkout](#) [Cancel](#)

Item Name Price Order By
SEARCH: [Go](#) [Reset](#) SORT: [Go](#)

Browse Store

Page: 1 | 2 | 3

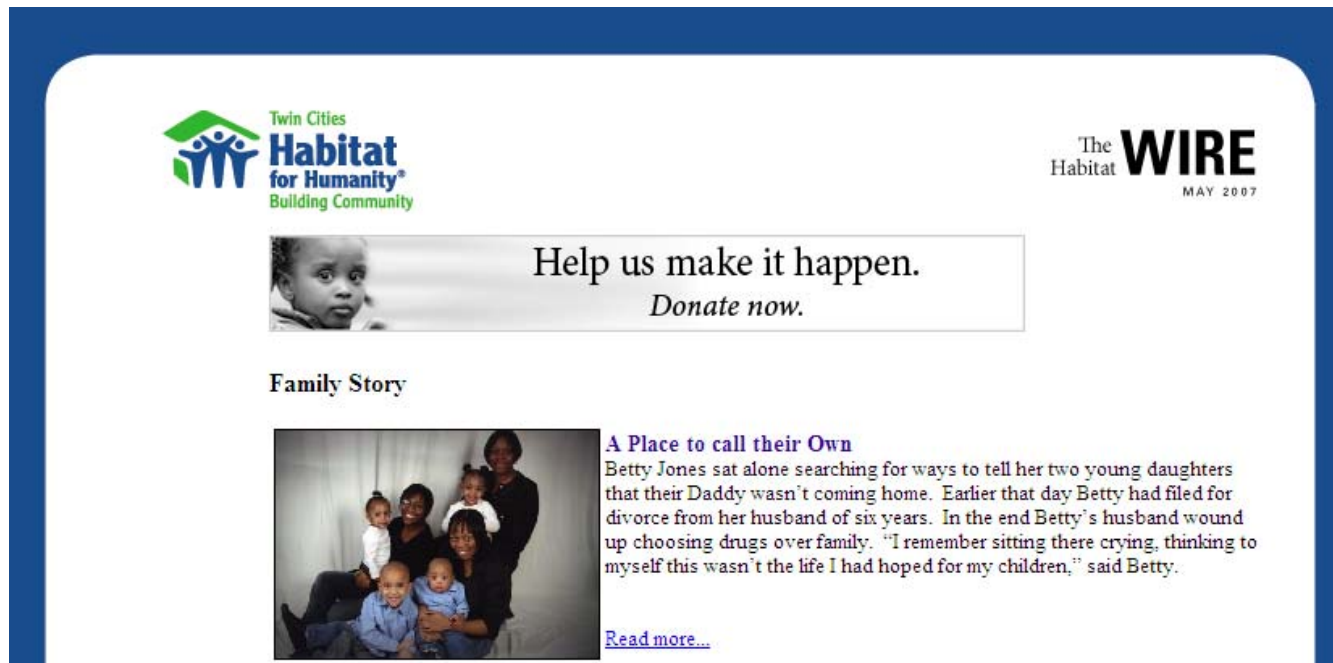
	Porch Light Your \$25 gift will provide a Porch Light to light the way for a family in need for years to come!	\$25.00	Configure
	Bath Faucet Your \$50 gift will provide a Bath Faucet to wash away the dirt from a hard day of yard work.	\$50.00	Configure

Channel Integration

- Integrate online with offline
 - ▶ Increase in average gift amount
 - ▶ Diversity in donor options leads to larger gifts
- Fall 2006 direct mail—electronic link
 - ▶ 45,373 pieces of direct mail
 - ▶ 2,766 received an e-mail follow-up
 - ▶ 10% who received a follow-up made a gift
 - ▶ 3% of those who did not receive a follow-up made a gift


Electronic Engagement

- Monthly online newsletter – Habitat Wire
 - ▶ 20% open rate
 - ▶ New content monthly




Twin Cities Habitat for Humanity®
Building Community

The Habitat **WIRE**
MAY 2007

 Help us make it happen.
Donate now.

Family Story

 **A Place to call their Own**
Betty Jones sat alone searching for ways to tell her two young daughters that their Daddy wasn't coming home. Earlier that day Betty had filed for divorce from her husband of six years. In the end Betty's husband wound up choosing drugs over family. "I remember sitting there crying, thinking to myself this wasn't the life I had hoped for my children," said Betty.

[Read more...](#)

E-Mail Campaigns

- Segmentation takes time and energy
- Large file is key because response rate is low compared to mail
- Seen positive impact on offline gifts

Twin Cities Habitat for Humanity
Building Community

3001 Fourth Street SE
Minneapolis, MN 55414-3301
612 331 4090
fax: 612-331-1540
www.tchabitat.org

Dear Site,

As the end of our service year nears, **we are asking you to please join us in helping Ahmed Osman and his family**. Ahmed is one of our neighbors who is working hard to build his new home in the city of Ramsey.

Ahmed and Asha need your help to complete their home. Read more and donate here!

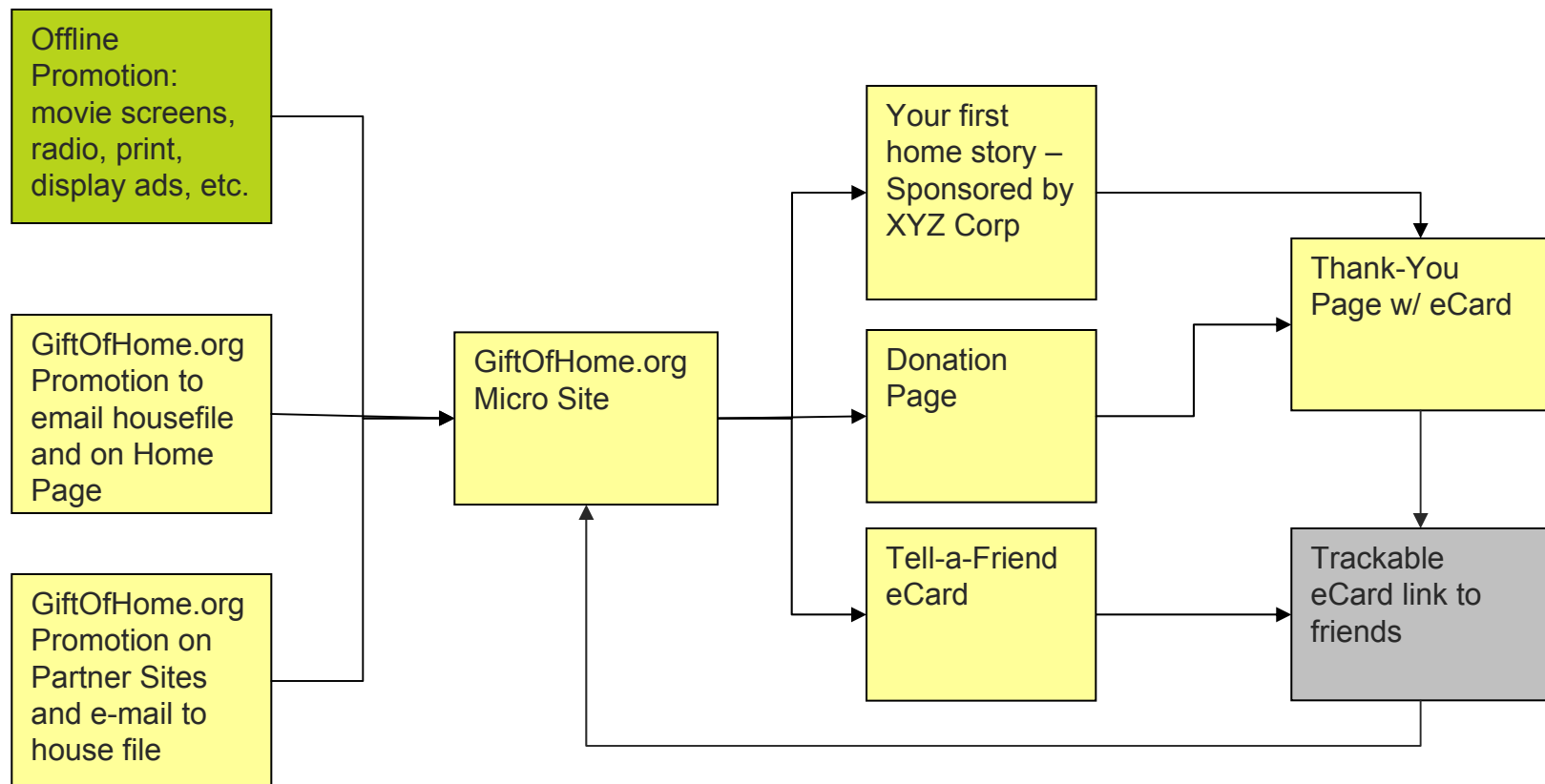
Achieved: \$5,025
Goal: \$20,000
25%

Last time I shared with you the story of the Osman family's escape from the unimaginable predicament of losing their first-born daughter, and their remarkable journey from the UAE to the United States. **This time I'd like to give you a candid look inside the family's life after entering the U.S.**

In America, even as his young family began the bumpy process of familiarizing themselves with new surroundings and a new culture, Ahmed began aggressively looking for work. Soon after their arrival in the Twin Cities he was hired as a temporary employee by the U.S. Post Office. Ultimately, **he passed the agency's lengthy**

GiftOfHome.org Campaign Template

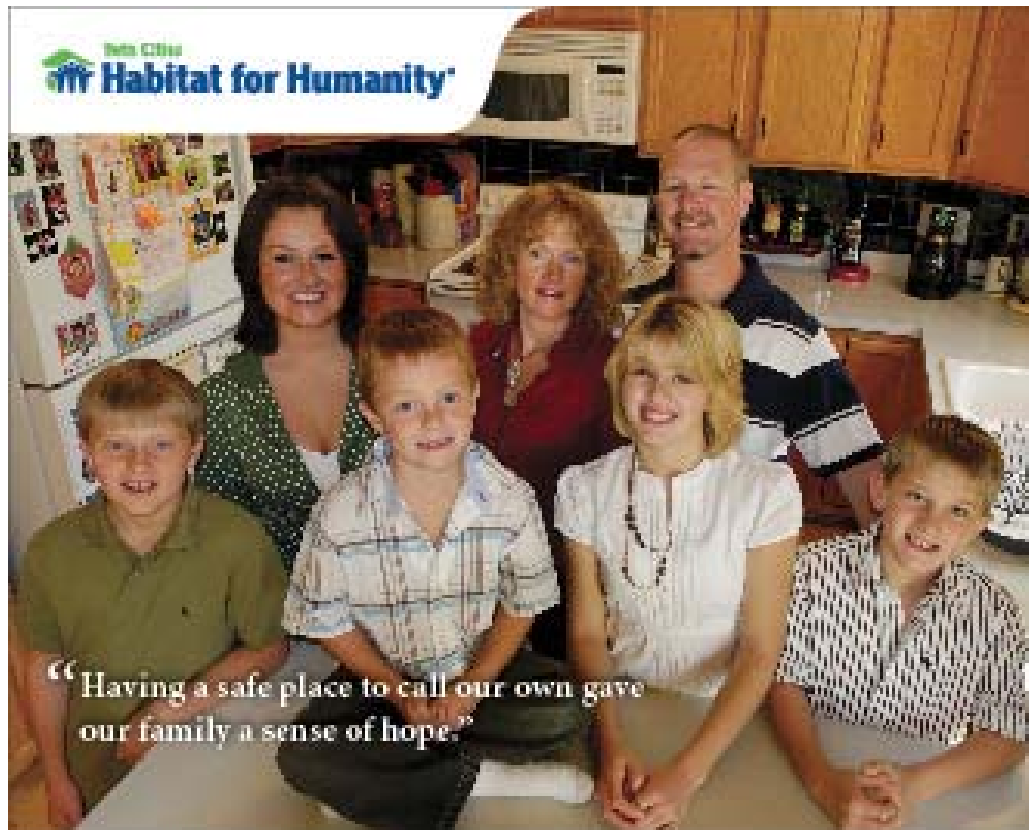
- Goals: Fundraising, Housefile Growth, Brand Awareness



The Message

- 'Home' is a gift with long-term benefits
- Habitat family stories about how 'home' has changed their life
- Call to action: 'Go to giftofhome.org' ; tell your story, give a gift, register

Media Campaign



- Print
- Movie theater
- Radio
- Web

This holiday season, we invite you to share your story of home at

www.giftofhome.org

Equal Opportunity Housing Agency and Equal Opportunity, Affirmative Action Employer. To learn more about our mission, visit www.habitat.org

Microsite

The screenshot shows the GIFTofHOME.ORG microsite. At the top right is a purple "Donate Now" button. The logo for "Twin Cities Habitat for Humanity" is on the left, followed by "presents GIFTofHOME.ORG". A navigation bar contains links: "Share Your Story", "Stories of Home", "How We Build a Home", and "Make a Contribution". The main content area features a "Share Your Story of Home" section with a background image of a snow globe. Text in this section says: "Habitat receives \$2 when you share your story. Share today and give the gift of home this Holiday!" with a "Share Now!" button. Below this is a "Read Stories of Home" section with a photo of a family and text: "Each year, we offer low-income families a chance to purchase a decent, affordable home. When Jeff and Tabatha Obert applied for their Habitat home, their son was just seven days old. They were living in a tiny apartment, where they had to remove a closet door to fit the crib inside-there was no other room for him." A link reads "Read the rest of the Obert's story and those of other Habitat families...". To the right is an "Invite others to share their Gift of Home this holiday season" section with a "Send Invitations!" button featuring an envelope icon. Below that is a "Spread the Gift of Home" section with a partial image of a globe.

- Consistent look with other media
- Consistent message
- Seamless brand image

Online Constituent Management: Lessons Learned

- We are 4 years into the effort - be patient
- You can use web based tools to deepen your relationships
- It is a tool like any other - it will take additional resources to be effective
- Convio Client Success Services (CSS) was vital to ramping up our efforts

Going Forward

- Continue to use integrated campaigns
- Find new ways to grow email file and expand existing methods
- Create unique campaign pages
- Increase event registrations
- Capitalize on constituent interests
- Add other Convio modules as needed

Convio & Social Services Organizations

- Deep experience in sector
 - ▶ 100+ clients from largest through many small organizations
- Online marketing platform designed to help you grow
 - ▶ Flexible donation form management, giving options
 - ▶ Robust email marketing campaign features
 - ▶ Support for constituent-led fundraising and ticketed events
 - ▶ Easy to use website management
 - ▶ Integration to multiple donor databases
- Comprehensive client success services
 - ▶ Strategy and campaign management
 - ▶ Information architecture and user experience
 - ▶ Virtual administration
 - ▶ On-ramp program



We Help You Realize Results

For Additional Information

- Learn about our solutions for social service organizations: www.convio.com/socialservices
 - ▶ You'll find case studies, on-demand webinars, and other resources
- Questions? www.convio.com/contactus